



# **Eastern University**

## **BBA Program**

### **Faculty of Business Administration**

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#### **Main Campus**

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For up-to-date information:

**[www.easternuni.edu.bd](http://www.easternuni.edu.bd)**



## Eastern University at a Glance

Eastern University was established in 2003 under the Private University Act 1992, as amended in 1998. The main campus of the University is housed in a five storied building located at House 15/2, Road 3, Dhanmondi R/A, Dhaka 1205. The four faculties of the University- Arts, Business, Engineering & Technology and Law are conveniently located and easily accessible from all corners of Dhaka city.

### Vision, Mission and Goal

The vision of Eastern University is to become a leading University in South Asia in its chosen fields of higher education. Its mission is to be a "Center of Excellence" by setting a new standard of quality teaching and quality education in Bangladesh, keeping in view the challenges of the 21st century. Its goal is to produce future leaders with knowledge and skills essential for leadership in country's private and public sector enterprises in the increasingly competitive and globalized environment.

### Governance

The governance of the University is effected by several bodies: the Board of Governors (BOG), the Syndicate, the Academic Council (AC), Finance Committee, Planning and Development Committee, Faculty Selection and Placement Committee, Official and Staff Selection Committee, Procurement Committee, Curriculum Committee and Disciplinary Committee.

### Academic Links

The University has signed MoU with several renowned universities abroad including AIT of Thailand under which both faculty members and students can get preferential support to study there. The University introduced course on Rural Marketing with the support of KATALYST- a Swiss NGO. A course on Social Business is being considered for introduction with support of Yunus Center.



### Faculty of Business Administration

The Faculty of Business Administration strives to contribute to the national goal by developing managerial manpower through its academic programs. It offers BBA, MBA and Executive MBA Programs. The Faculty is housed in a six-storey building with an area of 35,000 square feet and the building is located in Dhanmondi of Dhaka city which can be very easily reached by bus, taxi, CNG, rickshaw etc.

With a student population of over 1600, it is the largest faculty of the University. Among the three programs, BBA has the highest number (1300+) of students. The Faculty has over 40 full time and 25 part time teachers including visiting faculty members. It is headed by the Dean. The Faculty is a member of Association of Management Development Institutions in South Asia (AMDISA) - a network of business schools of SARRC countries. AMDISA is a SAARC recognized body and has an Accreditation Council called SAQS.



MoU with Asian Institute of Technology (AIT), Bangkok for Credit Transfer



The BBA Program of Eastern University prepares students for entry level managerial positions with knowledge required also for their advancement into executive and senior management positions in any type of organization. The objective of the BBA Curriculum is to impart a well rounded general and business education so that the students can develop their business acumen, social and networking skill and can assume leadership role in the competitive business world. The up-to-date, forward looking curriculum will familiarize the students with general and business environment, equip them with tools and techniques of business analysis, build their comprehension and assimilation capacity and help them acquire entrepreneurial and managerial skill.

The BBA is a 132 credit hours program consisting of 45 courses. The program includes general education, foundation, business core, business functions, integration and concentration courses and a full time internship or a project work for a semester. The program can be completed in twelve semesters (four years) if a student takes 12 credit hours every semester. It can be completed in shorter time if a student takes more than 12 credit hours per semester.



Areas	Courses	Credit Hours
General Education	10	27
Foundation	8	24
Business Core	15	45
Business Functions	4	12
Integration	1	3
Concentration	6	18
Internship	1	3
Total	45	132*

\* Additional courses may be taken by a student for a second major, for minor (12 credits) or for electives including Independent study courses.

### **Major or Concentration Courses**

BBA students may decide to specialize in a chosen area of concentration. At present, eight areas are available for concentration or major. These are (i) Accounting (ii) Banking (iii) Finance (iv) General Management (v) Human Resource Management (vi) Computer and Information Management (CIM) (vii) Marketing and (viii) Operations Management. Other concentration areas may be added depending upon the need. A student has to take at least six courses (18 credit hours) in a concentration area for major. In each concentration areas, 4 courses (12 credit hours) are compulsory and 2 courses (6 credit hours) are elective. However, a student may decide not to concentrate in any area and may select 6 courses from more than one area. A BBA student may take more than one area for concentration or major.

### **Minors in BBA**

Students may also choose to do a Minor in addition to their major concentration by completing 4 courses (12 credit hours) in a selected area. The Minor concentration broadens students' specialization and increases job opportunity. However, minor or additional major will increase credit hours beyond 132 credit hours required for BBA degree.



## Internship/ Project

After completing all the course work of 129 credit hours, a student has to undergo an internship or a project work of 3 credit hours. The internship is of one semester duration out of which 13 weeks are for organization attachment and 2 weeks are for report writing. Internship allows students to get a taste of professional life in a field related to their 'major' before graduation. This also enables these to gain job experience which facilitates their job placement.

## Degree Requirements

To qualify for the BBA degree, a student has to pass all the required courses individually, pass the internship or the project with a minimum "C" grade, earn a minimum Cumulative Grade Point Average (CGPA) of 2.50 and maintain a record of good conduct.



## Faculty

The faculty for the BBA Program are selected on the basis of top most academic qualification, teaching experience, teaching effectiveness assessed by students and experts, student orientation, motivation and commitment to teaching. In addition, managers, researchers and professionals are invited as guest speakers. The faculty list is given in a later section.

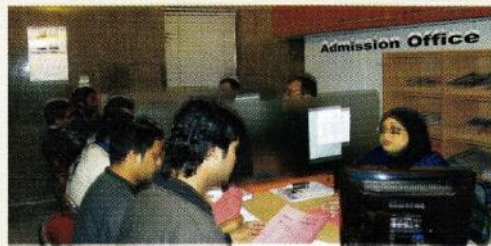
## Teaching-Learning Approach

A variety of teaching methods are utilized to impart instructions in the BBA Program keeping in mind the students' learning needs and effectiveness. The methods include lecture-discussion, case studies, hands-on practice, film sessions,

organization, it, guest speaker presentation, exercises, computer simulation, role playing, assignments, and project works. The methods appropriate for a course are chosen carefully keeping in view the nature of the course and the needs of the students with an emphasis on skill building.

## Admission Requirements

Candidates with a minimum GPA of 2.50 in both SSC/Dakhil and HSC/Alim/Diploma from Technical Education Board or a minimum GPA of 2.00 in one of those exams with a total GPA of 6.00 in both the exams are eligible for admission. The GCE students must have passed five subjects in O-level and two subjects in A-level.



## Cost and Fees

The Founders have set up Eastern University with a spirit of social service - not for profit. Compared to the high quality of education provided by the University, tuition and other fees are very reasonable compared to those of other universities of similar rank. The details of the fees are available on the website of the University and from the Admission Office.

## Financial Support

The Eastern University believes that a combination of quality students and quality teachers is a prerequisite for quality education. So, it offers fee waivers, scholarships, student loan and part-time jobs to significant number of meritorious students to assist them financially so that they can continue and complete their education at Eastern University. The details on financial support are available on the website of the University and from the Admission Office.



## Facilities

### Class Rooms

The spacious and well designed air conditioned class rooms equipped with multimedia projectors and internet connections create a comfortable and effective learning environment.

### Library

The Library with over 5000 titles and over 10,000 books and journals serves learning needs of the students and the research needs of the faculty members. Computers with internet connections meets the search needs of the students for books and reading materials.



### Computer Lab

The two computer labs equipped with internet connections, business softwares, accounting packages, statistical tools etc. cater to the IT and Course needs of the students.



### Medical Service

In addition to health check up and maintenance of health records of students, the qualified and highly experienced Medical Officer of the University provides free consultations to the students, faculty and staff. The Delta Hospital & Laboratory allows 30% discount on all services for the students of Eastern University.

## Career Development

The Career Service Centre (CSC) provides students career counseling and updated information on current and prospective job opportunities.



## Co & Extra-Curricular Activities

A number of student clubs and forums nurture students' interests ranging from debate to computer programming, from cultural events to various forms of sports and to social welfare. Regular observations of national, religious, and cultural festivals are held to help students identify themselves with rich social and cultural context.

Among others, the Business Forum organizes seminars, film sessions and exhibitions, case competitions, industry visits etc. The Entrepreneurship Club organizes entrepreneurship fair, business plan competition, meet the entrepreneurs program and visit to entrepreneurial ventures.



## Student Cafeteria

The Faculty has a mini food court that serves variety of food items for lunch and refreshment as well as coffee, tea and beverages.



# Faculty of Business Administration



## Faculty Members

### Professor Dr. Abdur Rab

D.Sc (Belgrade), MBA (USA)  
M.Com, B.Com (Hons.), DU  
CMC (Australia), FIMC (Dhaka)  
Former Director, IBA

### Dr. A.K.M. Saiful Majid

Ph.D (Germany), MBA (Germany)  
M.Sc (Econ.), Russia  
Professor, IBA

### Dr. ABM Shahidul Islam

Ph.D (DU), M.Phil (Strathclyde, UK)  
M.Com, B.Com (Hons.) (DU)  
Former Vice-Chancellor,  
Leading University  
Professor

### Dr. M. Sayedur Rahman

Ph.D (RU), M.Phil (UK)  
M.Sc (RU)  
Professor

### Dr. Halimur R. Khan

Ph.D (University of Michigan)  
M.A. (Moscow)  
M.A. (University of Albany)  
M.Ed. (Harvard University)  
Visiting Professor

### Dr. Serajul I. Bhuiyan

Ph.D (USA), MBA (USA)  
M.Sc (AU)  
Professor  
University of Auburn  
at Montgomery (USA)  
Visiting Professor

### Dr. Munim Kumar Barai

Ph.D (Delhi School of Economics)  
M.Com (DU), M.Phil (DSE)  
Fulbright Scholar (UPenn, USA)  
ASF Fellow (IWEP, Hanri)  
Professor

### Dr. Md. Ashraf Hossain

Ph.D, M.S (Japan), M.Sc. (JU),  
Doctoral & Post Doctoral Fellow (Japan)  
UN Fellow (UNCRD)  
Professor

### Dr. Md. Shafiullah, PSC

Ph.D (USA), MBA (IBA)  
M.Sc (DU)  
Associate Professor

### Dr. Zafor Mamoon

Ph.D (UK), MS (Italy)  
MBA (Ireland)  
M. Com, B. Com (Hons.) DU  
Associate Professor

### Dr. Ware Nawaz

Ph.D (Finland), M.Phil (Norway)  
MSS, BSS (Hons.) (DU)  
Assistant Professor

### Mr. Muhammad Zahedur Rahman

MBA (DU), BBA (DU)  
Assistant Professor

### Mr. Kazi Ahmed Pervez

MBA (Management), IBA (DU)  
Assistant Professor

### Mr. Golam Mohammad Forkan

BBS (DU), MBA (DU)  
Assistant Professor

### Mr. Oli Ahad Thakur

MA (UK), BBA (NSU)  
Assistant Professor

### Ms. Jafrin Farid

MBA (IBA), PGDCS  
Assistant Professor

### Mr. Dewan Md. Nur A Yazdani

BBA (Ahsanullah)  
MIB (Wollongong, Sydney)  
Assistant Professor

### Mr. Razib Lonchon Das

EMBA (IBA)  
M.Sc. & B.Sc. (Hons) (DU)  
Assistant Professor

### Ms. Shila Farhana

B.Sc (DU), M.Sc (DU)  
Senior Lecturer

### Mr. Sayed Habib Anwar Pasha

MBA (DU), BBA (DU)  
Senior Lecturer

### Ms. Parisa Islam

MBA (EWU), BBA (JU)  
Senior Lecturer

### Mr. Md. Ashaduzzaman

MBA (DU), BBA (DU)  
Lecturer

### Ms. Ayesha Tabassum

MBA (NSU), BBA (IUB)  
Lecturer

### Ms. Farhana Khan

BBA (DU), MBA (DU)  
Lecturer

### Mr. Md. Kaium Hossain

BSS (KU), MBA (KU)  
Lecturer

### Ms. Kursia Jahan

B.Sc. (Hons.) (DU), MS (DU)  
Lecturer

### Mr. Md. Moniruzzaman Khan

MBA (DU), BBA (DU)  
Lecturer

### Mr. Abu Mohammad Abdulla

BBA (DU), MBA (DU)  
Lecturer

### Ms. Abeda Kamaram Muneer

BBA (NSU), MBA (NSU)  
Lecturer

### Mr. Mofijul Haq Masum

BBA (DU), MBA (DU)  
Lecturer

### Ms. Tasnuva Rahman

BBA (DU), MBA (DU)  
Lecturer

### Ms. Aysha Akter

BBA (AIUB), MBA (DU)  
Lecturer

### Mr. Md. Rehan Masoom

MBA (DU), MSS (DU)  
BSS (Hons.) (DU)  
Lecturer

### Ms. Sharmin Islam

BBA (DU), MBA (DU)  
Lecturer

### Mr. Md. Shohel Rana

B.Sc (Hons.) (DU), M.S. (DU)  
Lecturer

### Ms. Ferzana Mahbub

BSS (DU), MSS (DU)  
Lecturer

### Mr. Mohammad Saddam

MBA (DU), BBA (DU)  
Lecturer

### Ms. Shervin Rahman

BS (Iran), MSS (DU)  
Lecturer

### Ms. Sharmin Biva

BBA (DU), MBA (DU)  
Lecturer

### Mr. Jalal Uddin

BSS (DU), MSS (DU)  
Lecturer

### Ms. Sayma Aktar

BSS (DU), MSS (DU)  
Lecturer

### Ms. Farzana Mannan Borna

BSS (DU), MSS (DU)  
Lecturer

### Ms. Tahmina Akter

BBA (NSU), MA (Australia)  
Lecturer